

HCAOG

Humboldt County Association of Governments

January 2010

REQUEST FOR PROPOSAL NON-MOTORIZED DIGITAL DATA COLLECTION ON STATE HIGHWAYS PILOT PROJECT

I. INTRODUCTION

The Association of Governments, as the Regional Transportation Planning Agency for Humboldt County, has agreed to administer a contract on behalf of the California Department of Transportation – District 1 (Caltrans-D1) to develop a Pilot Project that will create a new protocol for the collection of non-motorized counts within the State highway system.

The purpose of this project is to identify an efficient and cost-effective method of obtaining survey data pertaining to non-motorized (pedestrian and bicycle) users. The contract product will support the need not only of a precise count of the non-motorized users of highways in six (6) specific locations, but will also provide a new protocol to be used in the future which will allow for a more automated survey of these users. In the past, agencies have been required to rely on counts conducted by people standing at precise locations and manually counting to detect and record pedestrians and bicycles on the highways. This has been expensive and time-consuming. This Pilot Project will result in a new set of protocols and techniques that will make future non-motorized counts more cost-effective, reliable and versatile. The new data collection framework will be a foundation for the development and implementation of future non-motorized counts throughout the region to ensure that the most up-to-date data is available for the development of corridor system management plans (CSMP) and other studies, documents and uses.

The Association is circulating this Request for Proposal to solicit consulting firm interest in the preparation of this new system of data collection to be used throughout Caltrans District 1. The Pilot Project must be conducted in a manner consistent and in compliance with all applicable Federal and State statutes, mandates, guidelines and directives.

Project Profile

Non-motorized transportation issues have received intensified interest in the Humboldt County region and in the greater Humboldt Bay area, more specifically, but the concerns of local cyclists are similar to those throughout the District and the State. Many of the region's entities support non-motorized activities in independent efforts, but lack the current data to support certain programs that could lead to improved conditions for this

population. One goal of the Pilot Project will be to differentiate between casual riders, commuters and touring cyclists in an effort to determine specific needs of the cycling public based on these attributes.

The primary product of this element will be a tool that can be used statewide and nationally to improve the entities' ability to efficiently update non-motorized counts on the State highway system which will, in turn, improve the region's ability to be competitive when requesting resources and funding available from State and federal sources.

Area Profile

The data collection tool that will result from the Pilot Project will have applications within all four (4) of the counties that make up District 1 (Del Norte, Humboldt, Lake and Mendocino) as well as other Districts and regions in the State. District 1 is rural in nature and possesses very scenic landscapes throughout. For these reasons non-motorized forms of transportation are common; whether they be for economic or tourism reasons. Although the test locations will be located throughout the District and the results of the project will certainly be applicable outside the District, the Humboldt County Association of Governments (HCAOG) has agreed to act as the administrator of the Non-Motorized Digital Data Collection on State Highways Pilot Project using State Planning & Research (SPR) funds and has identified this project in their 2009/2010 Overall Work Plan.

District 1 has a population of approximately 309,000 (2008 US Census estimate), a land base of approximately 9,350 square miles and 2,400 miles of State highway. Humboldt County has the highest population in the District, with the majority of that population centered around the Humboldt Bay area.

The bulk of the District's population is located within the north-south U.S. 101 corridor with Lake County's population centering around Clear Lake and the Route 20/29/53 Principal Arterial Corridor (PAC).

II. SCOPE OF WORK

This contract will develop a conceptual framework for improved data collection and identify new data elements, collection methodologies and analysis methodologies for non-motorized traffic on the State highways. This contract will provide critical evaluation of existing data collection processes (surveys conducted by humans in the field) and identify new elements needed for critical corridor performance assessment required for preparing Corridor System Management Plans, Transportation Concept Reports (TCRs) and other studies and



documents. The Consultant will either acquire or develop the equipment and protocols to achieve these outcomes and will be responsible for the management of any subconsultants that may be required to complete the Pilot Project.

(1) Project Kick-off/Expected Outcomes

Caltrans-District 1 will designate a project manager who will be the point of contact for the Consultant. The Consultant will participate in a “kick-off” meeting with Caltrans - District 1 System Planning staff to confirm the expected outcomes of the project and agree to appropriate ground rules for obtaining the data. The following parameters shall be followed for the collection and later utilization of the data:

- 1) The equipment shall be self-contained in terms of energy source as no electrical connection will be provided;
- 2) Equipment shall be weather-proof and as unobtrusive as is reasonable/practicable. The placement of the equipment will require an encroachment permit, but a “blanket permit” can be issued that covers all of the sites;
- 3) Include Encroachment Permit staff in kick-off meeting to ensure that installation and equipment meet appropriate standards, set-backs, etc.;
- 4) Count data should be in Excel format and should include as a minimum consecutive 15-minute count periods totaling 13 hrs/day (for example, 6 am - 7 pm) for three (3) consecutive days. Data fields should include all turning, through- and cross-movements for pedestrians and bicycles noted independently. Bicycles counted should be noted as to safety gear (helmet or not) and observation as to appearance as local or tourist. The individual observations, in terms of location, need not occur concurrently; and
- 5) Consultant will be allowed to propose any type of configuration of equipment that can complete the task while following these guidelines.

<i>Deliverable 1 – Equipment description and protocol for data collection and utilization</i>

(2) Completed Counts at the Identified Locations

The Consultant will meet with Caltrans - District 1 staff at least once prior to the start of counting activities to ensure that appropriate access to the sites can be obtained. The counts will be conducted at the following locations:

- 1) Intersection at Wabash and Broadway (Highway 101); Eureka
- 2) Indianola intersection (Highway 101 and Indianola Cut-off); Humboldt County
- 3) Highways 199 and 197 intersection; Del Norte County
- 4) Intersection of Lupin Drive and Highway 255 in Manila; Humboldt County
- 5) A non-intersection, shoulder site of the Consultant’s choice on Highway 1 between 10-Mile Bridge and downtown Fort Bragg; Mendocino County
- 6) The intersection of Laurel Street with State Route 1 in downtown Fort Bragg; Mendocino County

District 1 staff will conduct a field review with Consultant at least once to observe the apparatus in action and to gain knowledge of the daily working of the equipment and set-up and or breakdown and removal of the equipment from the right of way. Task 2

includes the cost of the equipment (including an itemized unit break-down) and the time to conclude surveys.

<i>Deliverable 2 – Timeframe and calendar for survey activities and data table</i>

(3) Final Report and Recommendations

The Consultant will develop a final report summarizing the deliverables described in Task 1 and develop recommendations for non-motorized data collection and process improvements for future use in the department. The recommended data framework will identify whether or not a mechanized, remote and digital protocol for non-motorized data collection is more efficient and economical than the currently used method of human survey counts conducted using staff, student interns or other paid personnel. The report will include:

- 1) A cost breakdown comparing the two data collection options;
- 2) List of parts and accessories used to develop the count equipment;
- 3) Digital count data for each location in digital Excel format; and
- 4) Step by step instructions for data collection and equipment operation.

<i>Deliverable 3 – Final Report</i>

III. PROPOSAL REQUIREMENTS

Each technical proposal shall contain, as a minimum:

1. Identification of Prospective Contractor

The proposal shall include the name of the firm submitting the proposal, its mailing address, telephone number, and the name of an individual to contact if further information is desired.

2. Management

The prospective Contractor shall designate by name the project manager to be employed. The selected Contractor shall not cause the substitution of their project manager without prior approval by the project manager appointed by Caltrans – District 1.

3. Personnel

The prospective contractor shall describe the qualifications of all professional personnel to be employed, including a summary of similar work or studies performed, a resume for each professional, a statement indicating how many hours each professional will be assigned to the contract, and what tasks each professional will perform. The contractor

shall not cause members of the project team to be substituted without prior approval by the project manager appointed by Caltrans – District 1.

4. References

The prospective contractor shall provide names, address, and telephone numbers for at least three clients for whom the prospective contractor has performed work similar to that proposed in this request. A brief abstract shall be provided for the reference projects.

5. Subcontractors

If subcontractors are to be used, the prospective contractor must submit a description of each person or firm, and the work to be done by each subcontractor. The cost of the subcontract work is to be itemized in the cost proposal.

6. Methodology

The prospective contractor shall describe the overall approach to the project, specific techniques that will be used, as well as specific administrative and operations management expertise that will be employed.

7. Schedule of Tasks

The proposal shall contain a detailed schedule of major tasks and milestones to be undertaken to conduct the work and timeframe for each task. The schedule shall also identify all interagency meetings, progress reports, deliverables, and the estimated staff and hours to accomplish each task and deliverable. It is estimated that the contractor shall meet with designated District 1 staff and others as required at various times during the project to gather data, shall attend and participate in required meetings, and shall present the final draft product to the District 1 project manager. The minimum deliverables for this project include: a Final Report which includes a cost breakdown comparing the two data collection options and count data for each location in digital Excel format.

8. Budget

The prospective Contractor shall prepare a detailed budget for the work to be performed. The budget shall itemize all items that will be charged to the Humboldt County Association of Governments after concurrence from the District 1 project manager.

9. Disclosure

The prospective contractor shall disclose any and all relationships with clients, entities, agencies, or individuals bearing interests within the scope of the project, or who may benefit in any manner from the products of the project.

10. Signature

The proposal shall be transmitted with a cover letter that must be signed by an official authorized to bind the proposer contractually and shall contain a statement to the effect that the proposal is a firm offer for a 90-day period. The letter accompanying the technical proposal shall also provide the following: name, title, address, and telephone number of submitter.

IV. PRODUCT REQUIREMENTS

The contractor shall deliver three (3) hard copies of the proposal document and a reproducible compact disc, and/or electronic version containing the product to the System Planning Division, Caltrans District 1. The final report is expected to have the following components:

1. Formal Cover
2. Title Page
3. Table of Contents
4. List of Tables/Figures
5. Executive Summary
6. Recommendations
7. Glossary/Acronym List
8. References and Bibliographies

V. CONTRACTOR AWARD

Proposal Review and Selection

Each proposal will be reviewed to determine if it meets the proposal requirements contained in Section III. Failure to meet the requirements for the Request for Proposals will be cause for rejections of the proposal.

District 1 - Caltrans may reject any proposal if it is conditional, incomplete or contains irregularities. District 1 may waive an immaterial deviation in a proposal. Waiver of an immaterial deviation shall in no way modify the Request for Proposals documents or excuse the proposer from full compliance with the contract requirements if the proposer is awarded the contract. Proposing firms may be asked to present their proposal orally to the project steering committee.

Proposal Evaluation

In conformance with Chapter 10, Section 10.4 of the Local Assistance Procedures Manual, a project selection committee, composed of transportation professionals from District 1 and HCAOG staff (Selection Committee), will evaluate those submittals that meet the proposal requirements. Evaluation will be based on the criteria shown below. Each criterion shall not necessarily carry equal weight in the proposal evaluations.

1. Adherence to intent of RFP
2. Responsiveness and comprehensiveness of proposal to RFP.
3. Design of proposed work program
4. The firm's qualification and reputation in general, including reference sources
5. Qualifications of staff, project manager and team
6. The firm's experience in the type of work that the project requires
7. Suitability of the project schedule
8. Proposed project budget
9. Past performance on related assignments
10. Experience in dealing with public agency staff
11. Oral presentation, if requested

Contract Award

A contract will be negotiated with the firm determined in the proposal evaluation process to be best suited to accomplish the tasks of the study. The Selection Committee shall award a contract to the proposal that is recommended as the highest ranked and responsive bidder.

If a contract cannot be negotiated with the firm submitting the highest ranked and responsive proposal, the Selection Committee shall commence the negotiation process with the firm submitting the second highest ranked proposal.

VI. GENERAL INFORMATION

Proposal Submittal

Proposals must be received no later than 5:00 pm on March 4, 2010 with no provision for late submittals. Three (3) hard copies and 1 digital version of the proposal shall be furnished. Proposals may be either mailed or hand delivered to:

Caltrans-District 1 System Planning
Attn: Alyson Hunter, Assoc. Transportation Planner
Caltrans District 1
PO Box 3700
Eureka, CA 95502

Or for hand delivery to: 1656 Union Street, Eureka, CA

Modification or Withdrawals of Proposals

Any proposal received prior to the date and time specified above for receipt of proposals may be withdrawn or modified by written request of the proposer. To be considered, however, the modified proposal must be received by the date and time specified above.

Time Constraints

Time constraints are critical; therefore, prospective contractors are advised that a rigorous schedule must be maintained.

Schedule

The tentative schedule of activities related to Request for Proposals is as follows:

<u>ACTIVITY</u>	<u>DATE</u>
RFP Mail-Out	January 30, 2010
Proposal Submittal Deadline	March 4, 2010
Contractor Selection Recommendation	April 8, 2010
Contractor Award	April 15, 2010
Project Starting Date	May 3, 2010
Draft Study	September 30, 2010
Peer Review	October 29, 2010
Project Completion Date	January 29, 2011

Property Rights

Proposals received within the prescribed deadline become the property of Caltrans-District 1 and all rights to the contents therein become those of Caltrans-District 1.

Amendments to Request for Proposals

District 1 and the Association reserve the right to amend the Request for Proposals by addendum prior to the final date of proposal submission.

Funding

Funding for this project is provided through the Association's Regional Transportation Planning Agency's 2009-10 Overall Work Programs (OWP). This project has been approved for expenditure and funds are available. A total of **\$50,000.00** is available in the 2009-10 OWP to fund the Non-Motorized Digital Data Collection on State Highways Pilot Project.

Non-Commitment of Caltrans-District 1 and the Humboldt County Association of Governments

This Request for Proposal does not commit District 1 and the Association to award a contract, to pay any costs incurred in the preparation of a proposal to this request, or to procure or contract for services or supplies. District 1 and the Association reserve the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified firm, or to modify or cancel in part or in its entirety the Request for Proposals if it is in the best interest of the Association to do so.

Public Domain

All products used or developed in the execution of any contract resulting from this request will remain the public domain at the completion of the contract.

Questions

Questions regarding this Request for Proposal will be received by telephone or in writing. Written questions should include the individual's name, the name of the firm, address, and telephone number. Questions should be directed to:

Caltrans-District 1 System Planning

Attn: Alyson Hunter

Caltrans District 1

PO Box 3700

Eureka, CA 95502

(707) 441-4542

Email: alyson_hunter@dot.ca.gov

Acknowledgment

The following acknowledgment must appear on the cover or title page of all final products of this study:

“The preparation of this report was financed through transportation planning funding provided by CA Department of Transportation – District 1 and the Humboldt County Association of Governments, as the designated Regional Transportation Planning Agency.”